



# **SYNCHRO SWIM ONTARIO - ANNUAL MEETING**

## **JUNE 24, 2017**

Hilton Garden Inn Toronto Airport West/Mississauga  
McCallion A Ballroom  
1870 Matheson Blvd, Mississauga

### **MINUTES (Draft)**

#### **1. Call to Order**

Jill Nelson called the meeting to order at 9:10am.

##### **1.1. Presiding Officers & Welcome**

Jill Nelson chaired the meeting. Ruth Belcher was the recording secretary.

Jill Nelson introduced and thanked the 2016-2017 board of directors Synchro Swim Ontario (SSO) staff, noting who was in attendance. She also thanked Members for attending this year's Annual Meeting and extended her appreciation on behalf of the board and staff to each and every Member for their part in making 2016-2017 a very successful season.

##### **Board**

Jill Nelson	President
Mary Jane Ling	Vice President
Catrine Klein	Vice President Finance
Ruth Belcher	Secretary
Sandra Inglis	Director-at-large
Kim Galloway	Director-at-large

##### **Regrets from board**

Jenni Calford-Binks	Director-at-large
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##### **Staff**

Mary Dwyer	Executive Director
Ellen Blainey	Coordinator Competitions, Training, Volunteers & Community
Rachel Klein	Sport Development Manager
Nancy Parton	Bookkeeper



### **Regrets from staff**

Sheilagh Croxon      High Performance & Technical Lead  
Kara Heald            Special Projects  
Jennifer Knobbs      Coordinator Communications, Office & Member Services

## **1.2. Attendance & Proxies**

### **Members (in person)**

Burlington Olympium Synchronized Swimming Club	Kerri Morgan
Burlington Synchronized Swimming Club	B'Ann Finlay
Chaco Synchro Club	Rhiannon Major
Granite Club Synchro	Brianna MacLellan & Melissa Last
Guelph Synchronized Swimming Club	Diane Dobbins
Kawartha Trent Synchronized Swimming Club	Christa Sandiland & Dani Smith
K-W Synchronized Swimming Club	John Ortiz
Markham Synchro Club	Hilary Seppanen
Mississauga Synchronized Swimming Assoc.	Shannon Farley
Nepean Synchronized Swimming Club	Sonia Salah
Olympium Synchronized Swimming Club	Francis Lis & Susan St. Pierre
Sudbury Synchronized Swimming Club	Christine Ladouceur & Christine Fink
Toronto Synchronized Swimming Club	Kate Stewart & Daphne Williams
Variety Village Synchro Club	Debra Thomson
Waterloo Regional Synchronized Swimming Club	Erika Lindner

### **Members (attending by conference call)**

Brant Synchro Club	Samantha Giggs
Durham Synchronized Swimming Club	Melanie Goettisheim
GO Capital	Cathy Smith & Julie Murphy
London Synchro Club	Nadia Facca
Regional Training Centre, Ontario	Katie Hammond
York Synchronized Swimming Club	Chris Foster

### **Members not in attendance**

Halton Hills Synchronized Swimming Club  
Sault Y Synchro  
Tillsonburg Synchro  
Toronto Tsunamis Masters Synchro Club

There were no guests

There were no proxies



### **1.3. Review of Voting Procedure**

Jill Nelson reviewed the voting procedure. Francis Li (OSSC) requested confirmation of appropriate use of voting delegate cards. There were no other questions.

### **1.4. Review of Document Package**

Jill Nelson reviewed the document package provided to Members and Members were given a moment to review it. There were no questions.

## **2. Establishment of Quorum**

Total Members present or attending by conference call: 20

Quorum was achieved and the 2017 SSO Annual Meeting was found to be duly constituted.

## **3. Approval of Agenda**

Jill Nelson noted a change in Board and Committee reports where 6.2 should read Vice President's report on competitions, not HR report.

**RESOLVED** that reading of the agenda is waived and the agenda for the 2017 Annual Meeting is approved as amended.

Moved: Erika Lindner, Waterloo

Seconded: Kerri Morgan, BOSSC

There being no further additions, deletions or corrections to the agenda, the Agenda stands approved.

## **4. Approval of the Minutes of the Previous Annual Meeting**

**RESOLVED** that reading of the Minutes is waived and the Minutes of the Annual Meeting of June 24, 2016 are approved as presented.

Moved: Sonia Salah, Nepean

Seconded: Christa Sandiland, Kawartha Trent

There being no corrections to the Minutes, the Minutes stand approved.



## 5. Business Arising from the Minutes

There was no business arising from the Minutes of the previous Annual Meeting.

## 6. Presentation and Acceptance of Board and Committee Reports

Jill Nelson noted that the Board and Committee reports were circulated in advance of the Annual Meeting and were also be found in the Document Package. To expedite business, she proposed that the Board and Committee reports be grouped into one action rather than filing motions on each report separately. Members will be asked to receive the Board and Committee reports in a single motion. Once they are received, Members will be given an opportunity to ask questions and discuss the reports.

Ms. Nelson asked whether anyone had any concerns with this approach? There were no concerns.

John Ortiz (KW) indicated he had not received the communications from SSO that included the Board and Committee reports. It was determined that SSO had sent the reports to Member Presidents only, which meant that certain voting delegates had not received copies of the Board and Committee reports. SSO identified all delegates that had not received previous SSO communications relating to the Annual Meeting and forwarded to the Board and Committee reports by email; print copies were also made available. Delegates were given a moment to review the reports.

**RESOLVED** that the Board and Committee reports are received as presented.

Moved: Shannon Farley, MSSA

Seconded: Kerri Morgan, BOSSC

Discussion and questions followed.

### 6.1. Finance & Audit Committee

Catrine Klein provided an overview of financials starting with grants and how they affect revenues and expenses. There were seven (7) different grants this fiscal year: Base grant, sporty priority funding, three (3) coaching grants, the Telus community grant and a summer student grant. Ms. Klein noted that Mary Dwyer and the SSO staff have done a great job in looking for every opportunity to bring grants in to the organization. However, unlike many sport organizations, SSO is not dependent on grants to run programming and cover expenses. Base and other program grants account for 20% of overall revenue this year, down from 30% last year: SSO is very self-sustaining



Ms. Klein noted that the current board has made it a priority to ensure SSO has funds in reserve for a “rainy day.” \$260,000 has been set aside, which is two (2) years of our base grant (i.e., should the Ministry decide we are no longer getting our base grant, SSO has two (2) years to decide its game plan). This approach has been particularly important this year as the Ministry has changed its approach to base grant funding. SSO, like other PSOs, has had to reapply, with the application due May 1. However, our fiscal year begins March 31. We still don’t know today if we have the grant. We have no reason to believe we won’t get the grant but we can operate without it

Mary Dwyer noted there are a number of sports that have cancelled summer programs because they were dependent on base grant coming in.

Francis Li (OSSC) indicated OSSC has been much less successful in grant applications than SSO. Is this a trend at the club level? Are there any best practices SSO can share?

Ms. Dwyer noted the Ministry deals directly with PSOs; the grants described here for the most part can only be applied for by PSOs. The opportunity for Members is through the Ontario Trillium Foundation. If clubs collaborate with other clubs in a catchment area or with other sports, there is a much better chance of success. She also suggested Members look at grants.on.ca. Kim Galloway indicated that within each region there are typically a couple of Trillium consultants to help guide clubs through the application process.

John Ortiz (KW) suggested it may be beneficial for grant writing to be covered in September Journey to Excellence conference (viz., a primer on how to write grant applications and an opportunity for clubs to collaborate).

Jill Nelson noted the purpose of the Annual Meeting is to review the financials. There is a General Meeting later and this topic should be properly discussed in that part of the meeting.

Ms. Klein indicated that High Performance programs (e.g., provincial teams, T2T and L2T) now have their own line item. There is an increased focus on transparency to facilitate Ministry review of SSO finances.

Ms. Klein referred to the VISA / MasterCard expense noting that while she appreciates the convenience to Members, it cost SSO \$10,000 in fees and this is money that could have been put toward programming and athletes. She noted that Synchro Canada has moved to only receiving cheques or money transfers and indicated that SSO will be reviewing its policy of accepting VISA / MasterCard for the coming season.



B'Ann Finlay (BOSSC) noted marketing revenue had increased twofold and asked what this increase was attributed to. Catrine indicated that this item includes the two-day Journey to Excellence conference, which is held every other year, so the numbers will fluctuate. The Hilton hotel sponsorship is also included here, which highlights the importance of Members using Hilton as SSO benefits financially when they do.

Chris Foster (York) asked whether marketing could item be broken out into more detail. Ms. Klein indicated this information is already available and can be shared on request

Ms. Finlay questioned why the meet awards expense was so much lower this year. Ms. Klein indicated this is because SSO buys medals in bulk: SSO bought enough last fiscal year to get us through two (2) seasons so this number will increase again next year.

Ms. Nelson indicated that in light of the importance of this matter she would like to have a separate motion to approve the Finance & Audit Committee report.

**RESOLVED** that the Finance & Audit Committee report is approved as presented.

Moved: Francis Li, OSSC

Seconded by: John Ortiz, KW

There being no further discussion, the Finance & Audit Committee report stands approved.

## **6.2. Vice President's Report, Competitions**

Mary Jane Ling reviewed the report that had been circulated in advance of the meeting. There were no questions.

## **6.3. Marketing & Communications**

Sandra Inglis introduced Kim Galloway who she said brought a very pragmatic approach to marketing. Ms. Galloway will not be on the SSO board but has agreed to stay on the Marketing Committee. Ms. Inglis noted Mary Dwyer is also a very active member on the Marketing Committee, and Jennifer Knobbs has made a tremendous difference in the short four-months she has worked at SSO. With Ms. Knobbs in place as Coordinator Communications, SSO is now in a position to execute on its many marketing and communications ideas.

Ms. Inglis reviewed the report that had been circulated in advance of the meeting noting the focus would continue to be on the social media platform and improved communication with the base. SSO will continue to build on current programs and



increase collaboration with the club community. Ms. Inglis also referred to the upcoming social media campaign celebrating FINA aquatic day and Canada 150.

B'Ann Finlay (BSSC) asked whether there was a baseline and tracking of marketing results. Ms. Inglis indicated there was a baseline and that Ms. Knobbs has been tracking and doing some preliminary data analysis.

Ms. Finlay noted the website lacks focus for recruitment purposes and asked whether there were any plans for improving this. Ms. Inglis agreed that SSO.com has a lot of information for people who know about synchro but not much for net new swimmers. There are plans to introduce new landing pages this summer including creation of video content to use as part of a recruitment campaign.

John Ortiz (KW) asked what SSO is doing as far as mixed pairs and boys. Ms. Inglis indicated part of the summer campaign will also target boys with creation of a targeted landing page that changes the tone of messaging a little bit to attract boys. Mary Dwyer noted the existing Swim Synchro program has both a mermaid and shark program for younger swimmers.

#### **6.4. Nominations Committee**

Jill Nelson indicated that in the interest of time she had nothing to add to the written report circulated in advance of the meeting. There were no questions.

#### **6.5. Policy Program Committee**

Ruth Belcher indicated that in the interest of time she had nothing to add to the written report circulated in advance of the meeting. There were no questions.

#### **6.6. SSO Officials Team**

The report was circulated in advance of the meeting. Mary Dwyer noted the Committee name is now Ontario Officials Committee or OOC. There were no questions.

#### **6.7. President's Report**

Jill Nelson indicated that in the interest of time she had nothing to add to the written report circulated in advance of the meeting. There were no questions.



## 6.8. Executive Director's Report

Mary Dwyer congratulated Members for the work they are doing noting there has been a lot of work and activity at all levels: This is likely the busiest year SSO has ever had. Ms. Dwyer indicated that in the interest of time she had nothing to add to the written report circulated in advance of the meeting. There were no questions

Jill Nelson noted that if there is no further discussion and no objections we will move to approve the reports as presented as a group.

**RESOLVED** that the 2016-2017 Board and Committee reports as approved as presented.

Moved: John Ortiz, KW

Seconded: Kerri Morgan, BOSSC

In Favour: 36    Opposed: 0    Abstained: 0

## 7. Report of the Auditors

Catrine Klein noted the Chartered Accounting firm of James G. A. Gibbs had reviewed the financial position of Synchro Swim Ontario as at March 31, 2017 and filed a Review Engagement Report. Financial statements are in the Annual Meeting document package.

Ms. Klein had nothing further to add to her report on finances. Mary Dwyer indicated that SSO is not currently required to do a full audit every year. However, we may be forced into a full audit every year based on new Ministry requirements, which will increase our expenses. She noted that any Member that wants to apply to the Trillium Foundation for a grant must have a full audit.

There being no further questions, the report of the Auditors stands approved as presented.

## 8. Appointment of the Auditor

**RESOLVED** that James G. A. Gibbs CA be appointed as Auditor to hold office until a successor is appointed at a remuneration to be to be fixed by the board of directors, the Directors being authorized to fix said remuneration.

Moved: Kate Stewart, TSSC

Seconded: Christine Ladouceur, Sudbury

There being no comments or concerns, the appointment as Auditor of James Gibbs CA at a remuneration to be fixed by the Board of Directors stands approved as presented



## 9. Appointment of Directors

Jill Nelson reviewed the voting procedure. It was noted there had been a call for nominations in advance of this Annual Meeting as defined in the SSO By-laws for three (3) directors. Three (3) nominations were received or put forward, therefore an ordinary resolution is required for their election.

Ms. Nelson indicated nominations had been received for the following individuals in alphabetical order:

Reginald Deck  
Christine Fink  
Mary Jane Ling

**RESOLVED** that three (3) valid nominees, Reginald Deck, Christine Fink and Mary Jane Ling, are elected to the board of directors for a two-year term by acclamation.

Moved: Shannon Farley, MSSA  
Seconded: John Ortiz, KW  
In Favour: 36      Opposed: 0      Abstained: 0

## 10. Other Business

There was no other business

## 11. Adjournment

**RESOLVED** that the Annual Meeting is adjourned at 10:30am.

Moved: Erika Lindner, Waterloo  
Seconded: Kerri Morgan, BOSSC

There being no further business and no objections, the meeting is adjourned.